

[This question paper contains 4 printed pages.]

Sr. No. of Question Paper : 6083

Your Roll No.....

Unique Paper Code : 12483901

Name of the Paper : Entrepreneurial Skills (SEC)

Name of the Course : B.A. (Hons) Business Economics, 2016 (CBCS)

Semester : III

Duration : 3 Hours

Maximum Marks : 50

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.

Section A

1. Read the case study and answer the questions carefully:

A problem that small producers of educational DVDs for children have is mustering enough clout to get into big-box stores like Costco, Wal-Mart, and Best Buy. These stores prefer to deal with Disney's Baby Einstein division and other large producers. Recognizing this problem, Greg James, the founder of Topics Entertainment, a large media company, had an idea. What if his company, a producer of language-learning software and similar software products, utilized its relationships with major retailers and created "boxed sets" of educational children's DVD's, featuring the best products from smaller producers. And what if a set of four DVDs could be priced at \$9.99, as opposed to \$19.99, which is the price of one Baby Einstein DVD ?

P.T.O.

James's pitch worked. Topics Entertainment is now partnering with several small producers of children's educational DVDs and has created boxed sets under the "Little Steps" and the "Wild Animal Baby" brands. Each contributor is paid a licensing fee. The little steps boxed sets named Animal Baby, Little scholars, and ABCs, feature colorful graphics, creative characters and interactive fun. The wild Animal Baby Boxed sets, including counting, phonics, colors and several others, promote literacy, teach simple math concepts, and help children develop motor skills through imitating animals. Both series of boxed sets are appropriate for children ages 2 and up.

The small companies that are partnering with Topics Entertainment have high quality DVDs to sell but their limited product lines and lack of relationships with large retailers make it nearly impossible to get noticed beyond small specialty markets. By partnering with Topics Entertainment they crack bigger markets, free themselves to focus on making DVDs rather than cold calling retailers and expose their work to a wide audience. They are also free to build their brand beyond the Topics Entertainment relationship. The downside is that they allow some of their best work to be bundled with the work of others and branded as Little Steps or Wild Animal Baby DVDs rather than DVDs under their brand. While the individual producers are credited on the back or inside flap of the boxes, it's the Little steps or wild Animal Baby name on the front.

Questions :

- (i) For a small firm, what are the advantages and disadvantages of having its products sold through a large retailer like Sam's or Costco ? (3)
- (ii) What risk do the small firm mentioned in the article take partnering with a large company like Topics Entertainment, other than the risks mentioned in this article ? Think about all aspects of entrepreneurship when formulating your answer. (3)

- (iii) If you were the founder/CEO of one of the small firms mentioned in the article would you have accepted Topic's partnership offer ? If so, explain why. (4)

Section B

Attempt any four questions out of six questions.

All questions carry equal marks.

(10×4=40)

1. Vijay Mallaya, owner of Kingfisher Airlines climbed to a peak level but eventually lost its stake. What do you think could be the reason by which he could not become a successful entrepreneur ?
2. Mr. Narendra Modi, Prime Minister of our country has launched Make in India project. How do you think it is important for the entrepreneurship development and growth of our country ?
3. Generating and processing new ideas is a difficult task. Explain with help of an example of an entrepreneur.
4. Mr. Jimmy, is in the midst of starting a computer hardware firm and thinks he has identified a real problem that a company will be able to solve. He has put together a management team and has invested \$2 million of his money in the project. Besides this he has decided to obtain venture capital financing. Is Jimmy on the right track ? What are the other financing options available to him ?
5. Patanjali has come up with lot of new products in due course of time. What type of innovation has led it to make a considerable mark in the society ? How should it protect its innovation ?

P.T.O.

6. Assume yourself to be the CEO of Panasonic Industries. Your main concern is to increase the sale of its LCD TVs which has seen a sales slowdown during the past years. What would be your main concern? How would you tackle the problem? Explain.